



**NH HOTEL GROUP WINS THE GLOBAL TENDER TO OPERATE THE LARGEST HOTEL IN BENELUX**

*Group’s unconventional nhow brand selected for new iconic building in Amsterdam*



\*image under copyright\*

**29<sup>th</sup> April 2015** – Following a competitive global tender process, NH Hotel Group’s project 'nhow Amsterdam RAI' has been chosen as the winning hotel concept by The City of Amsterdam and Amsterdam RAI. Due to open in the second half of 2018, the new hotel will offer an unconventional and disruptive experience for guests in an iconic building designed by OMA, founded by renowned Dutch architect, Rem Koolhaas.

The new building will be the largest hotel in Benelux, with 650 rooms and a 91-metre height that will dramatically change the city skyline. Spread over 25 floors, and operated under a lease contract by NH Hotel Group, guests staying at hotel will experience the unconventional delights and wow factors present in all nhow properties, which aim to elevate and awaken the senses.

As its name suggests, it will be located in the Amsterdam RAI complex, one of the largest exhibition and conference centres in the Netherlands, and fulfils a long-desired wish of Amsterdam RAI to have a hotel on its own grounds.

**nhow hotel brand**

Under the umbrella of NH Hotel Group, [nhow](#) is the chameleonic hotel brand that adapts to the surrounding city scape. Taking its inspiration from the most avant-garde cities in the world and designed by the best creative minds in the industry, each nhow hotel is a unique creation and an explosion of inventiveness that evokes a sense of “wow”. They are located in trendy and urban areas.

nhow Amsterdam RAI will be the second nhow hotel in the Netherlands after the opening of nhow Rotterdam last year. nhow is also present in Milan (Italy) and Berlin (Germany) and is expected to reach 12 additional destinations by 2018. The development of the nhow brand is among the 24 initiatives included in the strategic five-year plan of NH Hotel Group, with which the company aspires to become the top choice for consumers.

nhow defines a new generation of hotels: iconic, inspiring, surprising and always on the move. As a synthesis of a new style of enjoying life, *“nhow brings an up-to-now unseen level of hospitality and aims to become the benchmark for the most innovative cultural, social and artistic movements of the big cities, globalised and constantly changing,”* says Federico J. González Tejera, CEO of NH Hotel Group.

#### **nhow Amsterdam RAI: On Air**

The hotel concept focuses on connectivity, innovation and media. Guests will be able to connect with each other and the rest of the world 24/7. State-of-the-art technological innovations will be implemented in the hotel, such as next-generation 3D Holographic Telepresence technology for virtual and interactive meetings and events, due to be installed in 10 destinations before the end of 2015. NH Hotel Group is the only hotel chain in the world to offer these pioneering technology solutions in its hotels on a permanent basis. A high-end multimedia studio will be developed on the top floor where TV, radio and online programmes can be recorded and aired live from the top of Amsterdam.

#### **Changing the skyline**

nhow Amsterdam RAI is a great addition to NH Hotel Group's presence in the Dutch capital. *“With 650 rooms, 25 floors and a state-of-the-art multimedia studio at 91 metres high, we and our partners will change the Amsterdam skyline. After nhow Milan, nhow Berlin and nhow Rotterdam, the iconic nhow Amsterdam RAI will be a hotspot where unrivalled hospitality, surprise elements and breathtaking gastronomy will be ‘On Air’ every day and night,”* comments Maarten Markus, Managing Director of NH Hotel Group Benelux, UK, France, USA & Africa.

#### **Partners**

nhow Amsterdam RAI will become the top destination for guests of Amsterdam RAI, including business and leisure travellers. It will be created with real estate development partner COD with a unique design by OMA, founded by Rem Koolhaas, who was responsible for the iconic nhow Rotterdam, winner of the Entree Hospitality & Style Award for ‘Best Hotel Design of 2014’.

The design for nhow Amsterdam RAI is based on 'The Signal', a newly-appointed National Monument in Amsterdam, which will be located at the main entrance of the Amsterdam RAI.

nhow Amsterdam RAI will be the preferred hotel for travellers, meeting and event organisers, and visitors of the Amsterdam RAI. As partners, they will join forces to promote the city of Amsterdam for international meetings, congresses and events.

With nhow Amsterdam RAI, NH Hotel Group expands to 11 hotels in Amsterdam. The global hotel chain aims to increase its presence in Amsterdam further by launching three additional hotels under its upper-scale brand, NH Collection. The hotels are due to open later this year and in 2016, enhancing the Group's position in the Netherlands.

**-Ends-**

**About NH Hotel Group**

NH Hotel Group ([www.nh-hotels.com](http://www.nh-hotels.com)) is Europe's third-ranked business hotel chain. It operates close to 400 hotels with almost 60,000 rooms in 28 markets across Europe, the Americas and Africa, including top city destinations such as Amsterdam, Barcelona, Berlin, Bogota, Brussels, Buenos Aires, Düsseldorf, Frankfurt, London, Madrid, Mexico City, Milan, Munich, New York, Rome and Vienna.

**Social media:**

<http://www.nh-hotels.com/social-media>

Facebook | Twitter | Blog | Instagram | YouTube



For media information and images, please contact Sarah Habicht or Guy Hough at Hume Whitehead on 0845 498 9987 or email: [sarah@humewhitehead.co.uk](mailto:sarah@humewhitehead.co.uk) / [guy@humewhitehead.co.uk](mailto:guy@humewhitehead.co.uk).